



PTO/SB/01 (6-95) (modified)  
Approved for use through 10/31/96 OMB 0651-0032  
Patent and Trademark Office: U.S. DEPARTMENT OF COMMERCE

<b>0010/PTO</b> Rev. 6/95	<b>U.S. Department of Commerce</b> Patent and Trademark Office	<b>Attorney Docket Number</b>	<b>22407-05492</b>
		<b>First Named Inventor</b>	<b>Scott A. Rosenberg</b>
		<b>COMPLETE IF KNOWN</b>	
		<b>Application Number</b>	<b>09/978,144</b>
		<b>Filing Date</b>	<b>October 15, 2001</b>
		<b>Group Art Unit</b>	<b>2673</b>
		<b>Examiner Name</b>	<b>Not yet assigned</b>

**COMBINED DECLARATION (37 CFR 1.63) AND POWER OF ATTORNEY FOR UTILITY OR DESIGN PATENT APPLICATION**

☐ Declaration Submitted with Initial Filing      OR      ☒ Declaration Submitted after Initial Filing

As a below named inventor, I hereby declare that:

My residence, mailing address, and citizenship are as stated below next to my name.

I believe I am the original, first and sole inventor (if only one name is listed below) or an original, first and joint inventor (if plural names are listed below) of the subject matter which is claimed and for which a patent is sought on the invention entitled:

**METHOD AND SYSTEM FOR DYNAMIC AD PLACEMENT**

the specification of which

(Title of the Invention)

☐ is attached hereto

OR

☒ was filed on 10/15/2001 as United States Application Number or PCT International Application Number 09/978,144 and was amended on (MM/DD/YYYY) [ ] (if applicable).

I hereby state that I have reviewed and understand the contents of the above identified specification, including the claims, as amended by any amendment specifically referred to above.

I acknowledge the duty to disclose information which is material to patentability as defined in Title 37 Code of Federal Regulations. § 1.56.

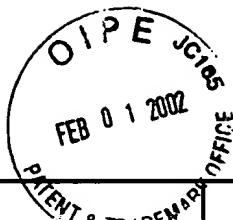
I hereby claim foreign priority benefits under Title 35, United States Code § 119 (a)-(d) or § 365(b) of any foreign application(s) for patent or inventor's certificate, or § 365 (a) of any PCT international application which designated at least one country other than the United States of America, listed below and have also identified below, by checking the box, any foreign application for patent or inventor's certificate, or of any PCT international application having a filing date before that of the application on which priority is claimed.

Prior Foreign Application Number(s)	Country	Foreign Filing Date (MM/DD/YYYY)	Priority Not Claimed		Certified Copy Attached?	
			<input type="checkbox"/>	<input type="checkbox"/>	YES	NO
			<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
			<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
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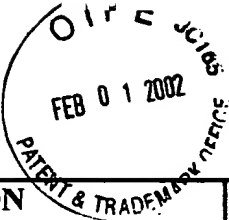
☐ Additional foreign application numbers are listed on a supplemental priority sheet attached hereto:

I hereby claim the benefit under Title 35, United States Code § 119(e) of any United States provisional application(s) listed below.

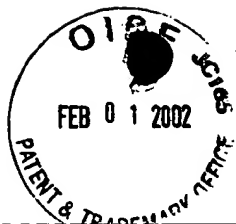
Application Number(s)	Filing Date (MM/DD/YYYY)	<input type="checkbox"/> Additional provisional application numbers are listed on a supplemental sheet attached hereto.
60/240,714	10/15/2000	
60/240,715	10/15/2000	



DECLARATION				Page 2	
I hereby claim the benefit under Title 35, United States Code § 120 of any United States application(s), or § 365(c) of any PCT international application designating the United States of America, listed below and, insofar as the subject matter of each of the claims of this application is not disclosed in the prior United States or PCT international application in the manner provided by the first paragraph of Title 35, United States Code § 112, I acknowledge the duty to disclose information which is material to patentability as defined in Title 37, Code of Federal Regulations § 1.56 which became available between the filing date of the prior application and the national or PCT international filing date of this application.					
U.S. Parent Application Number	PCT Parent Number	Parent Filing Date (MM/DD/YYYY)	Parent Patent Number (if applicable)		
<input type="checkbox"/> Additional U.S. or PCT international application numbers are listed on a supplemental priority sheet attached hereto.					
As a named inventor, I hereby appoint the following attorney(s) and/or agent(s) to prosecute this application and to transact all business in the Patent and Trademark Office connected therewith:					
Name		Registration Number	Name		Registration Number
Laura A. Majerus Martin S.C. Loui		33,417 43,411	Brian M. Hoffman Sze-Hang Lo		39,713 P-48,388
<input type="checkbox"/> Additional attorney(s) and/or agent(s) named on a supplemental sheet attached hereto.					
Please direct all correspondence to:  Laura A. Majerus Fenwick & West LLP Two Palo Alto Square Palo Alto, CA 94306 U.S.A.					
Telephone	(415) 875-2332		Fax	(415) 281-1350	
I hereby declare that all statements made herein of my own knowledge are true and that all statements made on information and belief are believed to be true; and further that these statements were made with the knowledge that willful false statements and the like so made are punishable by fine or imprisonment, or both, under Section 1001 of Title 18 of the United States Code and that such willful false statements may jeopardize the validity of the application or any patent issued thereon.					
Name of Sole or First Inventor:		<input type="checkbox"/> A petition has been filed for this unsigned inventor			
Given Name	Scott	Middle Initial	A.	Family Name	Rosenberg
Inventor's Signature		Date			
Residence: City	Somerville	State	MA	Country	USA
Mailing Address	119 Prospect Street, Apt. B				
Mailing Address					
City	Somerville	State	CA	Zip	02143
Country		USA			
<input checked="" type="checkbox"/> Additional inventors are being named on supplemental sheet(s) attached hereto					



DECLARATION										ADDITIONAL INVENTOR(S) Supplemental Sheet					
Name of Additional Joint Inventor, if any:										<input type="checkbox"/> A petition has been filed for this unsigned inventor					
Given Name	Matthew				Middle Initial	H.	Family Name	Self		Suffix					
Inventor's Signature								Date							
Residence: City		Redwood City			State	CA	Country	USA		Citizenship	USA				
Mailing Address		768 Bain Place													
Mailing Address															
City	Redwood City				State	CA	Zip	94062		Country	USA				
Name of Additional Joint Inventor, if any:														<input type="checkbox"/> A petition has been filed for this unsigned inventor	
Given Name					Middle Initial		Family Name					Suffix			
Inventor's Signature								Date							
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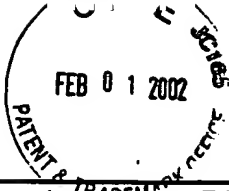
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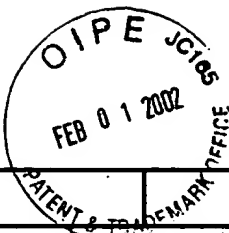
☐ Additional foreign application numbers are listed on a supplemental priority sheet attached hereto:

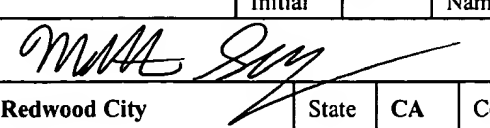
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Martin S.C. Loui		43,411		Sze-Hang Lo		
				Registration Number		
				39,713		
				P-48,388		
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Laura A. Majerus Fenwick & West LLP Two Palo Alto Square Palo Alto, CA 94306 U.S.A.						
Telephone		(415) 875-2332		Fax (415) 281-1350		
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Given Name		Scott		Middle Initial		
		A.		Family Name		
		Rosenberg		Suffix		
Inventor's Signature					Date	
					12/16/2001	
Residence: City		Somerville		State		
		MA		Country		
		USA		Citizenship		
		USA				
Mailing Address		119 Prospect Street, Apt. B				
Mailing Address						
City		Somerville		State		
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